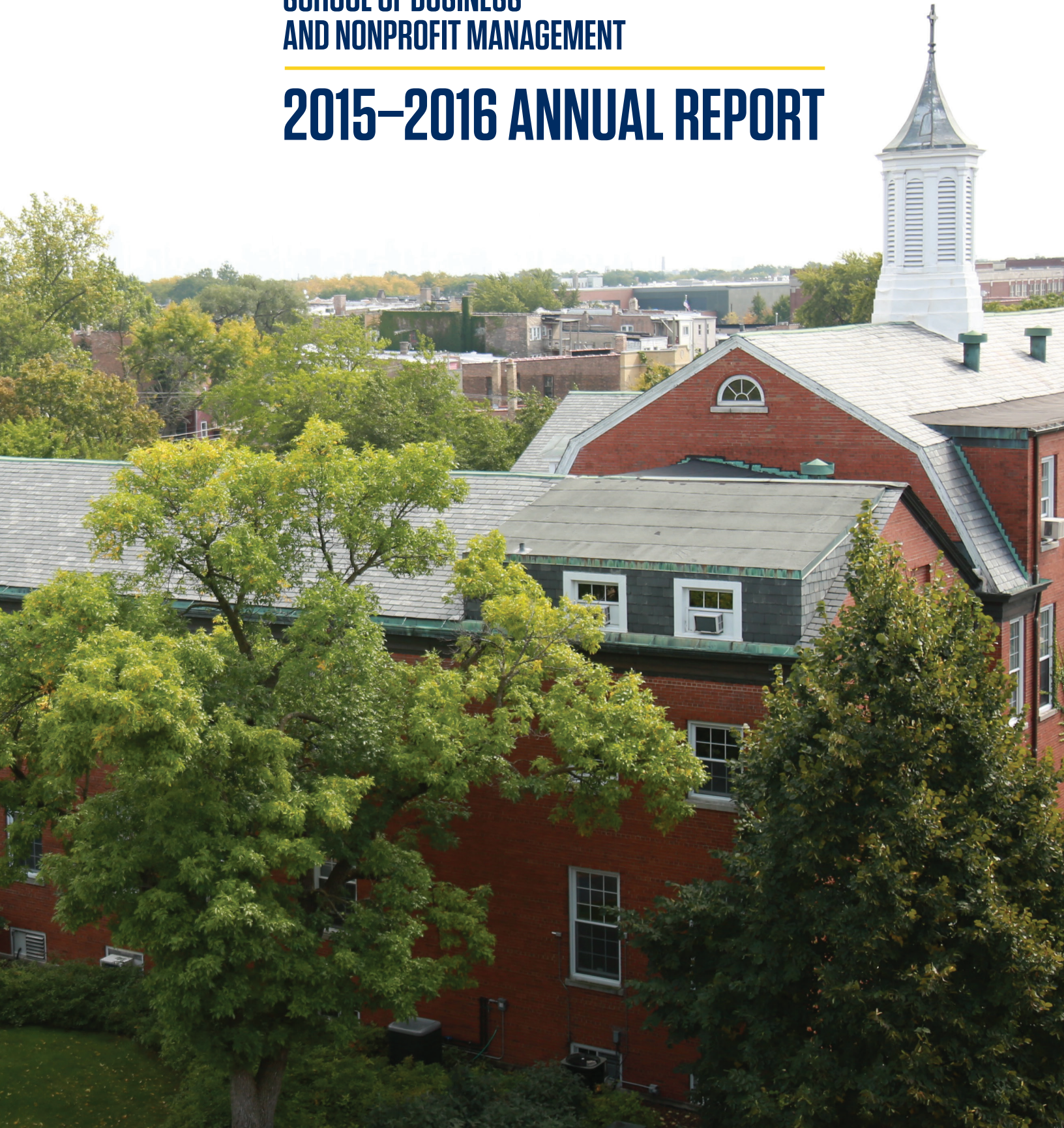


**SCHOOL OF BUSINESS
AND NONPROFIT MANAGEMENT**

2015–2016 ANNUAL REPORT



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Yearly Overview

We've completed an outstanding year at SBNM. We've welcomed our newest faculty member, Dr. Kristina Kaufman (story inside) and staff member Samantha Widemon. Our Graduate Admissions team added our new Director of Graduate and Adult Admission, Pamela Lee.

SBNM implemented a new version of our graduate program in August, 2015. This included offering for the very first time a new course SBNM 5705 Multi-sector Convergence and Social Responsibility.

The course considers a societal problem (voted on by the class) through the lens of the nonprofit sector, the government sector and the corporate sector. Guest speakers provide connections to the City of Chicago and allows the students to dialogue about ways all sectors can work together to solve problems. The course concludes with individual papers where the students document a plan for addressing the societal problem. The course was offered in both face-to-face and online settings. Student response was very positive.

SBNM's undergraduate curriculum was modified by a faculty committee over the past year and students entering the program in August 2016 will be guided by the new requirements. A few key highlights include:

- Changing the name of the Business & Economic major to "Business" (we continue to offer an Economics concentration)
- Eliminating our International Business concentration
- Increasing our GPA requirement to 2.67
- Adding an IT Web technologies and E-commerce requirement
- Adding a Principle of Selling course to the Marketing concentration.
- Modifying the Accounting Finance and Management concentrations

"The graduate programs in the school provide professionals a personalized learning approach unique to graduate education."
—Dr. Wesley E. Lindahl

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Nonprofit Leadership Club

The Nonprofit Leadership Club is fostering future leaders through fundraising, conference participation, and a speaker series. Students hosted a Benefit Concert featuring student bands and artists, raising \$2,500. They also collaborated with our Career Development and Internships Office on a Nonprofit Career Fair for their fellow students. Students were trained in phone solicitations and put those skills to work making calls to the Axelson Center Advisory Board and other friends of the Club, raising \$3,000. Finally, students collaborated with local restaurants to sell gift cards as a fundraiser. These experiences opened the students' eyes to the types of activities that raise funds for a nonprofit.



Advisory Board

The SBNM Advisory Board consists of 35 members from around the country. They meet twice a year to discuss the status of SBNM, and work to grow and improve the school. We are proud to announce that the 100% of the board members contributed to SBNM in support of our students and faculty this past year. Over \$12,000 was raised. Board members continue to connect with our students for internships and jobs following graduation.



Freedom Forum

Prof. Al Kamienski received a \$20,000 continuation grant from the Charles Koch Foundation last year to further develop the Freedom Forum. The program includes opportunities to pursue research and practical application for the development and promotion of the theories and practices of economic freedom in academic and occupational settings.

BY THE NUMBERS

93% of our recent graduate students would enroll in the program again

38 STUDENTS admitted to the nonprofit and business honor societies

204 STUDENTS joined the graduate program in 2015–2016

108 STUDENTS completed a graduate degree in 2015–2016

43% of our graduate students complete most of their courses online



AXELSON CENTER NEWS

Axelson Center

“Mining for Gold: Uncovering Hidden Treasures in Your Organization” was held on June 13, 2016, at a new location, the Loew’s Chicago Hotel. Close to 200 organizations were represented at Symposium 2016; 12 breakout sessions were offered on topics including new philanthropy, the brand of doing good, strengths-based leadership, lessons from Chicago’s entrepreneurship community and more. The opening plenary speaker was Kimberly Bryant, who founded “Black Girls Code” a nonprofit organization dedicated to “changing the face of technology” by introducing girls of color (ages 7–17) to the field of technology and computer science with a concentration on entrepreneurial concepts.



Axelson Center Joined Forces with CDIO

The Axelson Center joined forces with CDIO (Career Development & Internship Office) and the Development office to host a North Park gathering for “On the Table” in May 2016—a Chicago region celebration for the 100th anniversary of Chicago Community Trust where thousands of individuals gathered in small groups around the city to engage in conversations about Chicago’s communities and other civic topics.

New Features of Symposium 2016

New features of Symposium 2016 included “Ask the Expert” and “Ask a Funder”, special sessions created to engage sponsors with expertise to share insights on best practices to address a given challenge, and to give participants an opportunity to have a brief “one on one” with a number of foundation representatives to test ideas and move beyond the typical “elevator pitch” in building those relationships.

Custom Training Programs

Were provided to five organizations in 2015- 2016, including Bethany Fund, Active Transportation Alliance, Chicago Child Care Society, Ronald McDonald House, and the African American Legacy Fund of the Chicago Community Trust.

BootCamp 2016

BootCamp 2016 was offered for the 11th year with 31 participants who gathered for three days of intensive training for new Nonprofit CEOs.



Meet Dr. Kristina Kaufman

We are proud to welcome Dr. Kristina Kaufman who joined SBNM in August 2016 as Assistant Professor of Marketing. Dr. Kaufman brings great enthusiasm for the marketing discipline and applies best practice, hands-on pedagogy in her classroom. Her formal educational background is a blend of both the field of business and education, including a doctorate in education, an MBA as well as a BS in marketing, and a second BS in education.

Prior to joining North Park University, Dr. Kaufman taught at Illinois State University and North Central College. Her industry experience includes a wide range of marketing activities from video production to brand development and promotion at Chicagoland and New Zealand companies. In addition to teaching, Dr. Kaufman researches the role and benefits of low-fidelity prototyping in new product development, analyzes companies' digital



marketing strategies through social media monitoring tools, and identifies what skills employers seek of new employees.

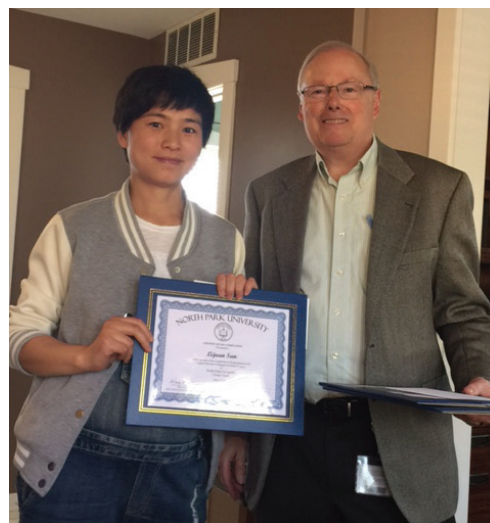
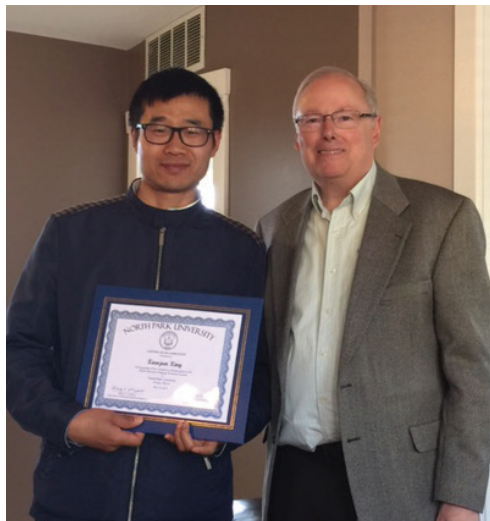
In her personal time she enjoys travel to understand different cultures and how they create new products and services and spending time with her family.

International Trip

The past year's international trip took us to Costa Rica. Prof. Mark Gavoor, co-director with Dean Wesley E. Lindahl, leveraged his many years of professional connections with industry in South America to provide a fascinating experience for our travelers. Included in the visits were HB Fuller, Habitat para la Humanidad–Costa Rica, Financiera Desyfin, S.A., and DHL. SBNM travel usually includes visits to companies, nonprofits, and government offices.



Pictured, top to bottom:
Xiaojun “Aaron” Xing and
Dr. Wesley Lindahl,
Lijuan “Lilly” Sun, Juan
“Sara” Zhong



Visiting Chinese Professors Explore NPU

From August 26, 2015 to October 22, 2016, I studied at North Park University as a visiting scholar. It was really a very valuable and precious experience to me. I was introduced to a new environment and new culture. The beautiful and neat campus, friendly and nice people, the brook named Chicago River North Branch, and the quiet Brandel Library. All these brought me unforgettable memories.

Thanks to the friendly and skillful staff from School of Business and Nonprofit Management, I observed many courses focusing on Microeconomics, Macroeconomics, Business Communication, Integrated Marketing Communications, Nonprofit Organization Management, Corporate Strategy, and several others. Like a normal student, I attended all the whole class, which meant I could listen the teachers' lecture, discuss with the other students, and work with my classmates as a team to finish the class assignment.

After the one year's study, I found and learned many different teaching skills, like encouraging students to share their opinions in the class, making many small student study teams to work on real life situational class assignments, using interesting instructing method in the class to prompt students to pay attention in class. All these skills are in coincidence with the very popular teaching mode named flipped classroom. I have already using these skills in my class in the School of International Trade and Economics, Anhui University of Finance and Economics now that I'm back in China.

Xiaojun “Aaron” Xing



North Park Professors Gavoor and Schilling Head to China

The day after Spring graduation, on May 15, 2016, Professors Pam Schilling and Mark Gavoor traveled to China. They were visiting professors at the Anhui University of Finance and Economics (AUFE) in Bengbu, China. Professor Schilling taught Competitive Strategy to undergraduates in a three-week period.

Professor Gavoor taught two courses over four weeks: Marketing Channels and Supply Chain to undergraduates and Quantitative Methods to Graduate Students. The undergraduate cohort was 44 students and the graduate class consisted of 25 students. The objective was to expose AUFE students to American style of business courses and for the students to have their first course entirely in English. Professors Schilling and Gavoor followed in the footsteps of Professors Marsh and Kamienski who have also taught at AUFE.

Professor Gavoor said, "It was an amazing experience. I was honored to be there. I was pleased how well the students did and the pride they felt after making their first business presentations in English." Professor Schilling added, "My teaching in China impacted me more than I would have ever imagined. What stayed with me the most however was the outpouring of appreciation by the students at our last class – even the quietest students said goodbye, thank you, gave a hug, and snapped a photo! Everyone who is an educator should have this kind of experience."

"My teaching in China impacted me more than I would have ever imagined."

–Professor Pam Schilling

